Mobile
Landscape and Opportunities

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Agenda

➢ Current Mobile Landscape

➢ Mobile Choices

➢ Business Opportunities

➢ Application Demo

➢ Questions

Mobile Landscape

Mobile Sources of Digital Media

➢ **Mobile Web** - Web Browser as Client

➢ **Mobile App** - Standalone Client

Mobile Landscape

2014 Milestones

➢ Mobile surpassed the desktop in digital media usage

➢ Mobile apps surpassed web usage

Mobile Devices and Platforms

➢Devices: Smartphones and Tablets

➢Platforms: Two Vendors Control **96%** of Market

Google Android – 8800+ Devices

Apple iOS – 17 Devices

Mobile Platforms - Smartphones

184+ million people in the U.S. own smartphones

Google Android

Apple iOS

82% Global Market

15% Global Market

53% U.S. Market

41% U.S. Market

$254 Average Selling Price
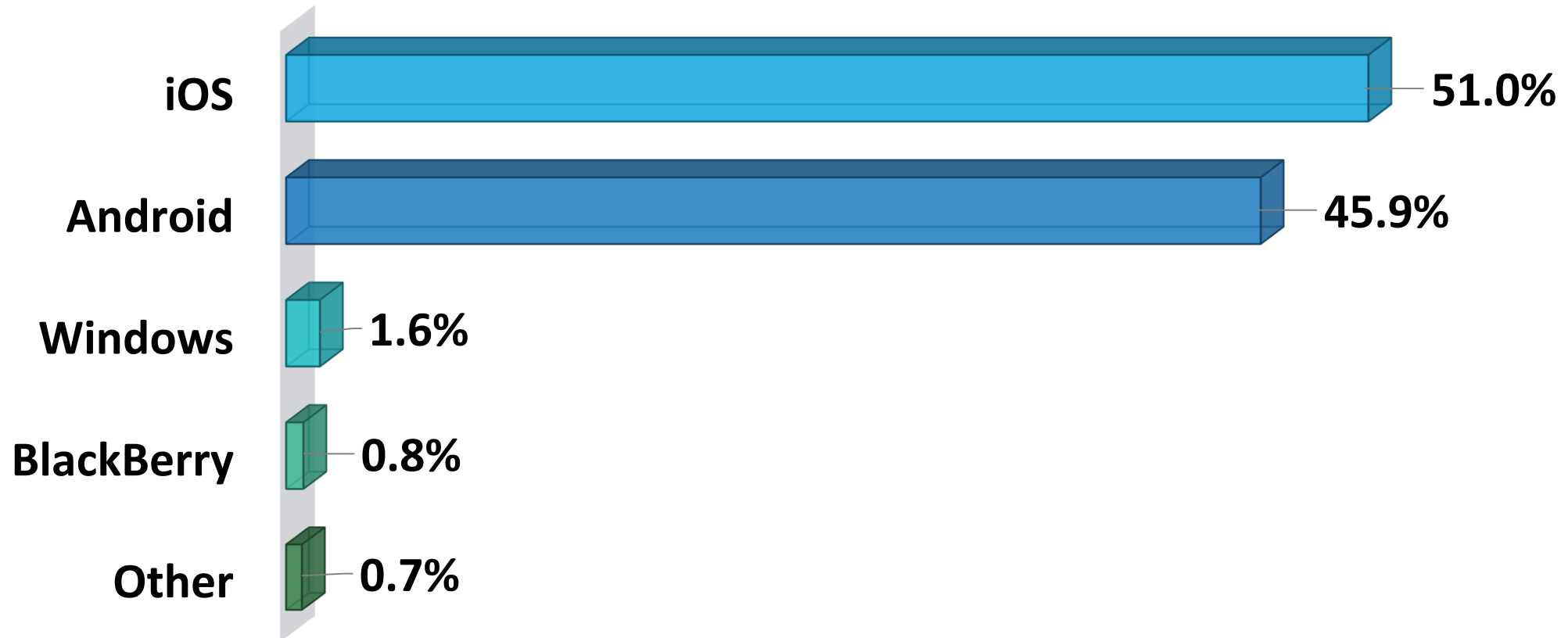
$657 Average Selling Price

Smartphones – Web Usage: U.S. Share %
Average Over Past 3 Months (Dec 2014 to Feb 2015)

iOS — **51.0%**

Android — **45.9%**

Windows — **1.6%**

BlackBerry — **0.8%**

Other — **0.7%**

Mobile Platforms - Tablets

70+ million people in the U.S. own tablets

Google Android

Apple iOS
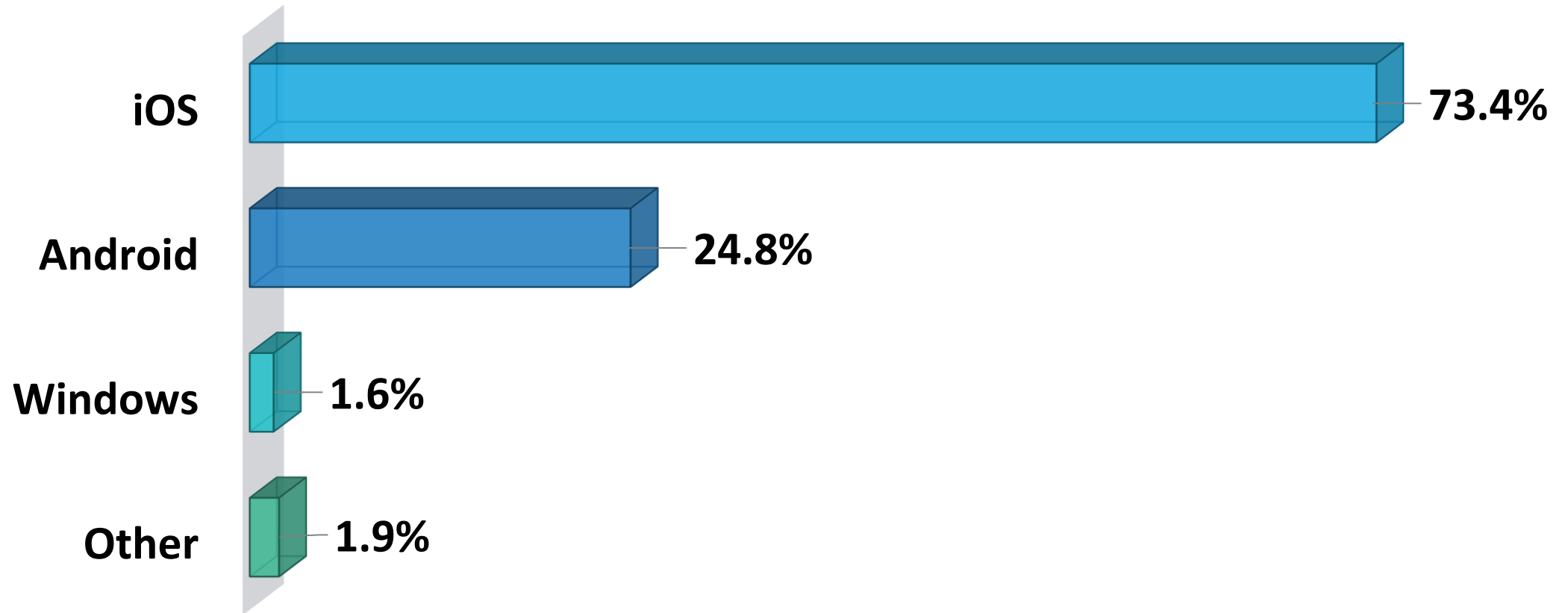
61% Global Market

36% Global Market
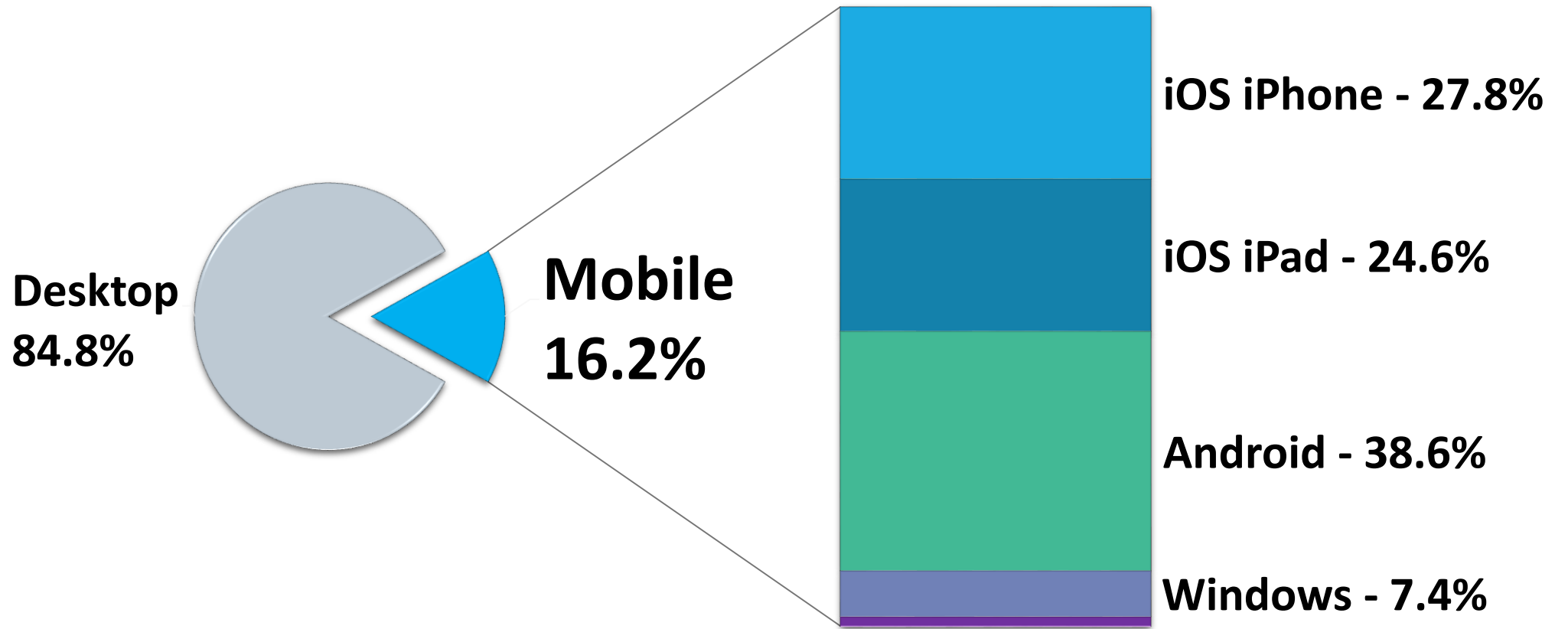
9% Enterprise Market

90% Enterprise Market

Tablets – Web Usage: U.S. Share %
Average Over Past 3 Months (Dec 2014 to Feb 2015)

www.nd.gov
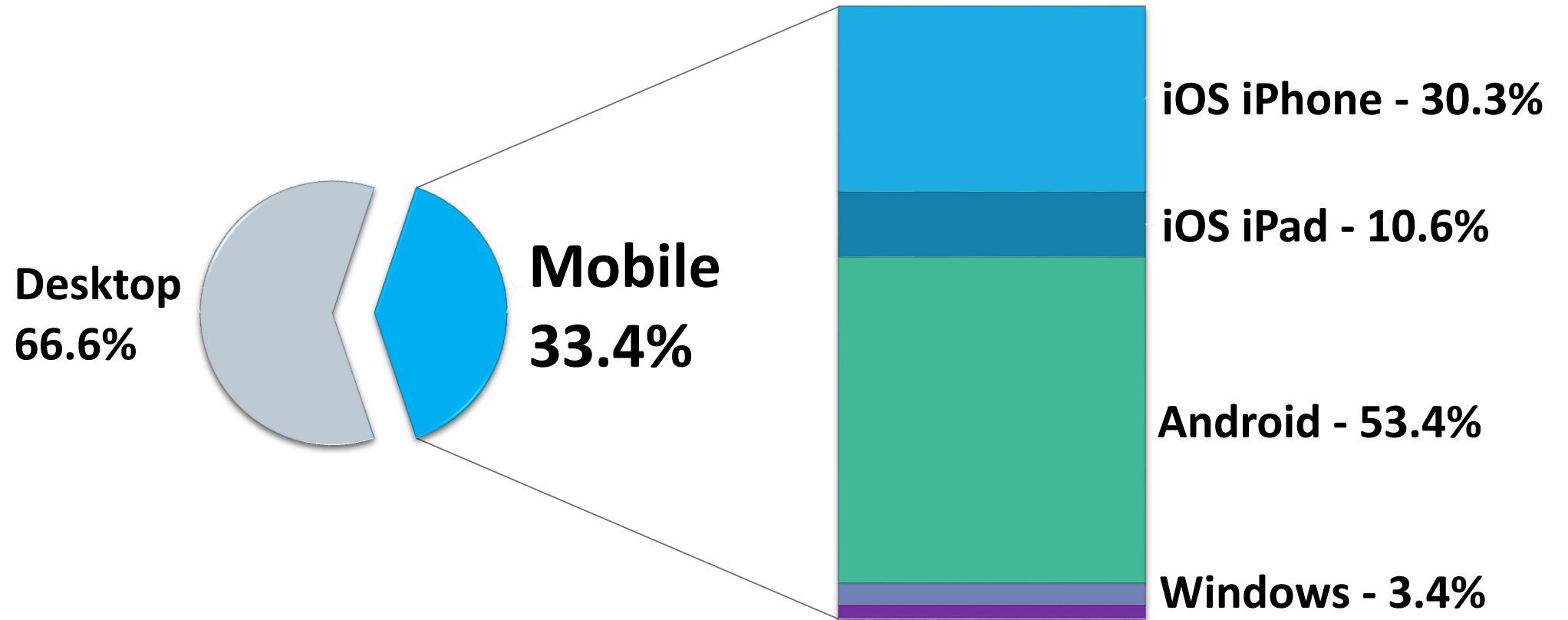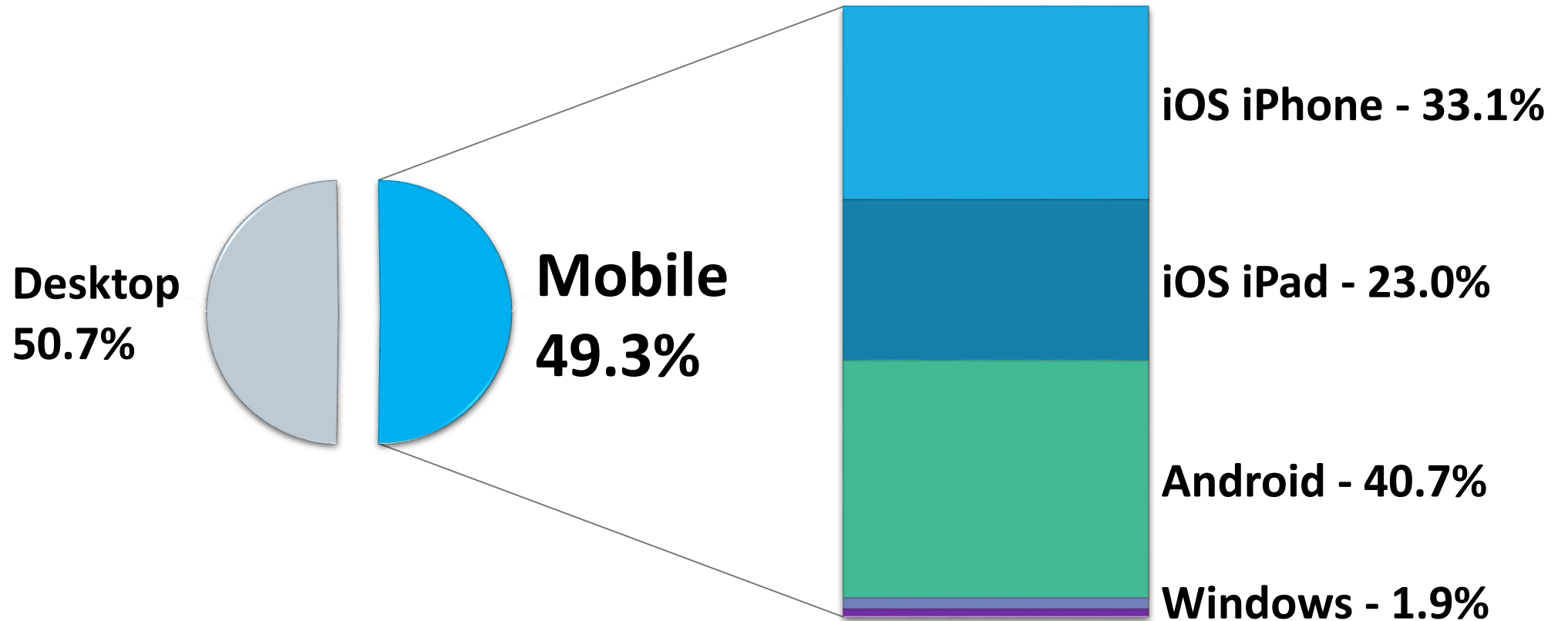Total Sessions : Mar 2014 – Feb 2015

Desktop
84.8%

**Mobile
16.2%**

iOS iPhone - 27.8%

iOS iPad - 24.6%

Android - 38.6%

Windows - 7.4%

www.nd.gov/dhs
Total Sessions : Mar 2014 – Feb 2015

Desktop 66.6%

Mobile 33.4%

iOS iPhone - 30.3%

iOS iPad - 10.6%

Android - 53.4%

Windows - 3.4%

www.ndtourism.com

Total Sessions : Mar 2014 – Feb 2015

Desktop
50.7%

**Mobile
49.3%**

iOS iPhone - 33.1%
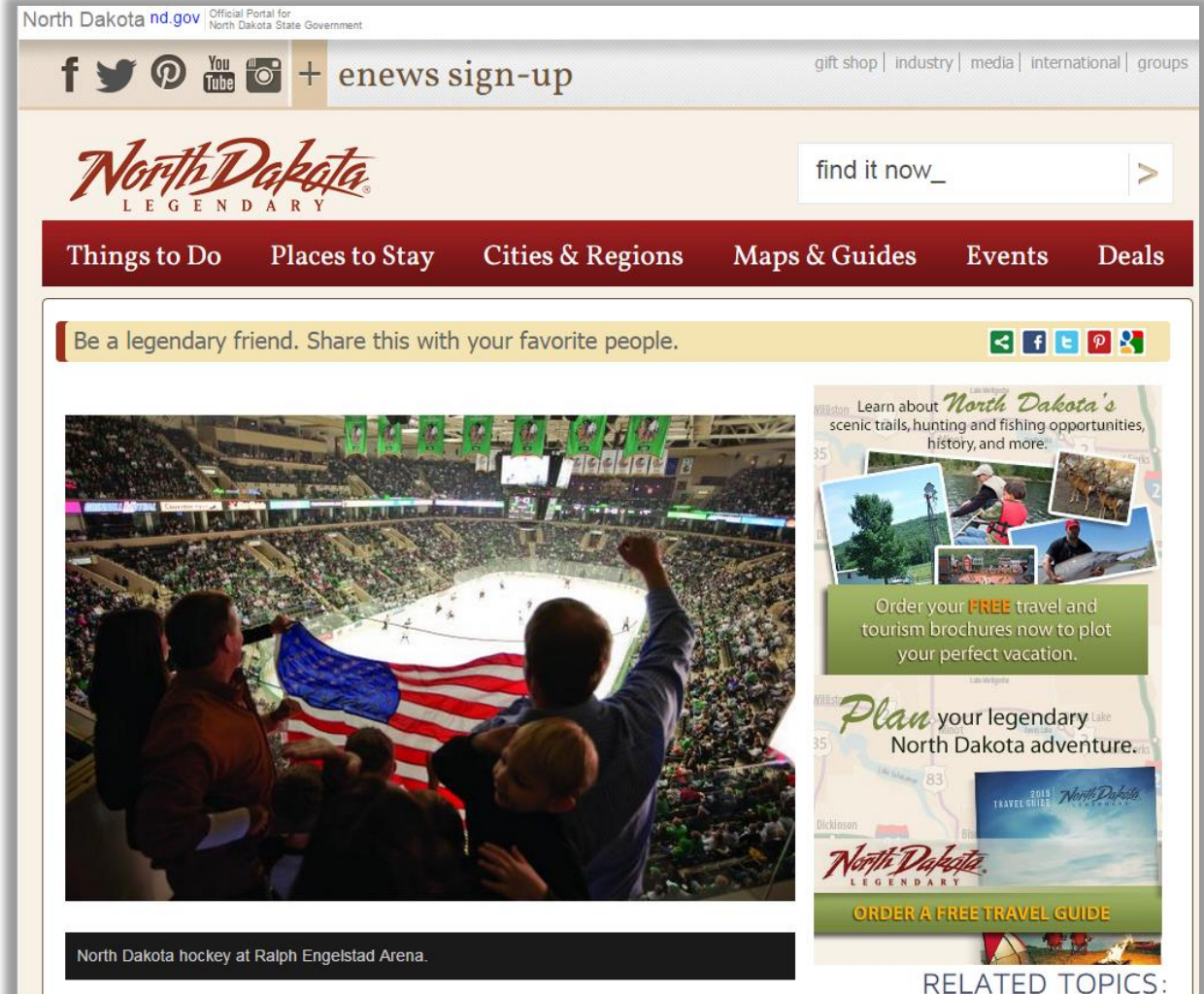
iOS iPad - 23.0%

Android - 40.7%

Windows - 1.9%

Websites - Responsive Design

MOBILE
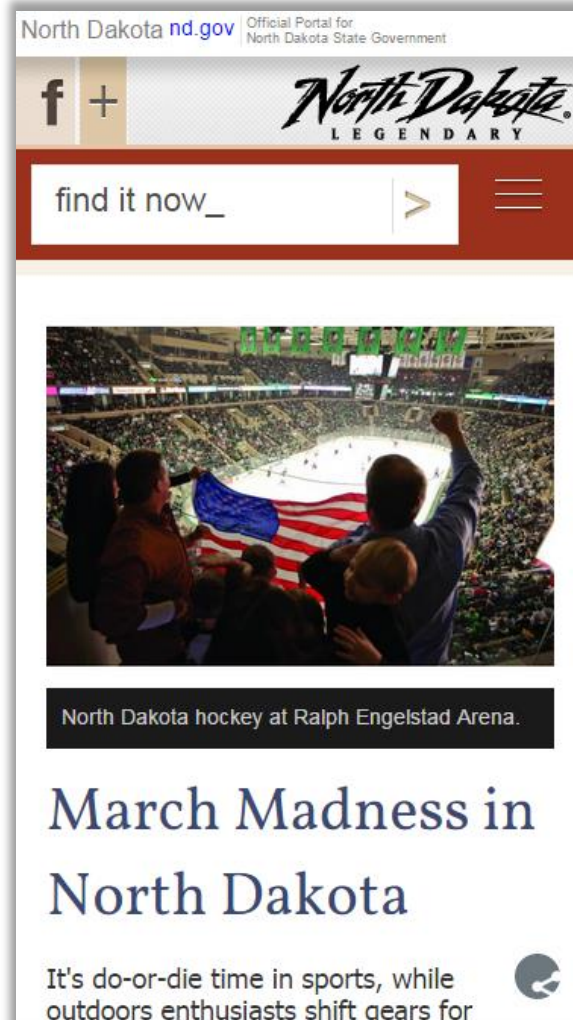
DESKTOP

Websites - Responsive Design

Responsive Design - Web pages dynamical adapt to the device

Pros

➢Improves user experience across a range of devices

➢Single website or application to create and maintain

Cons

➢Adds design complexity and testing requirements
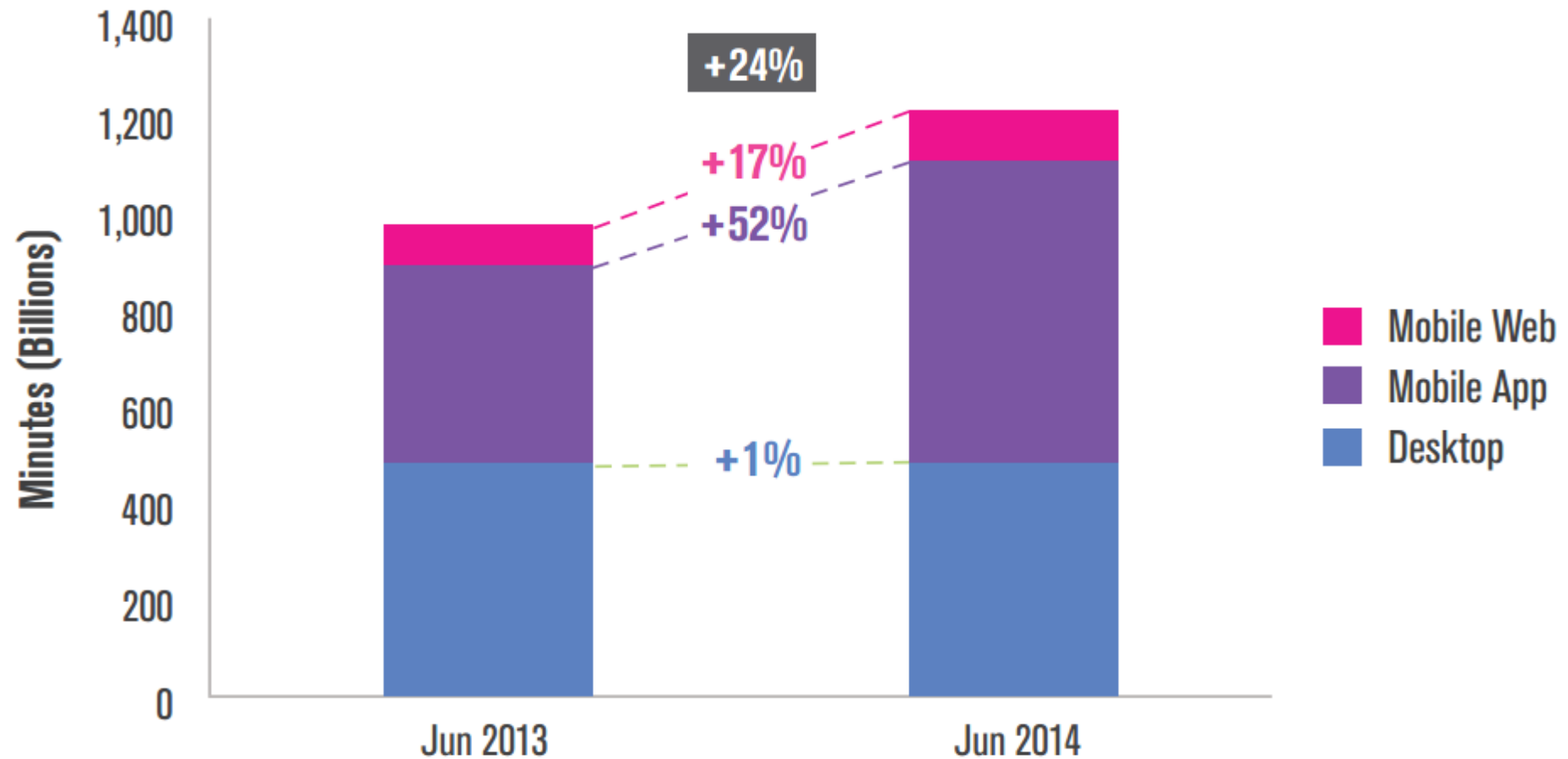
➢May limit design options

Mobile Apps

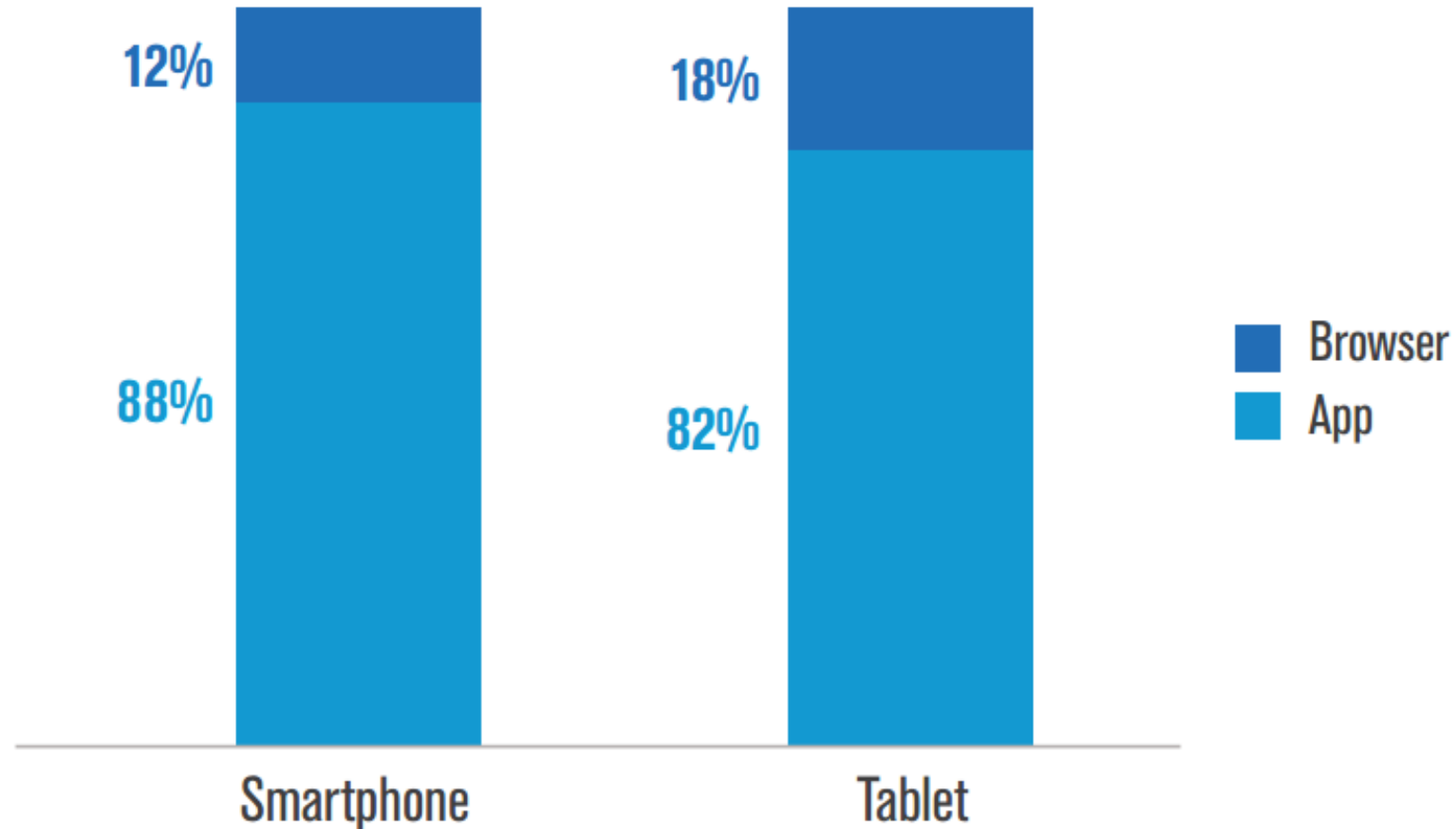Quickly becoming the first choice for digital services

Apps available:
- ➤ Apple App Store – 1.3M
- ➤ Google Play – 1.3M
- ➤ Microsoft – 300K

Total Time Spent by Source

Mobile App vs. Browser

Mobile Choices - Mobile Applications

Hybrid Applications

➢Utilize web technologies (HTML/CSS/JavaScript)

➢Single codebase can support multiple platforms

Native Applications

➢Requires the utilization of platform specific technologies

➢Unique codebase for each platform

Mobile Applications
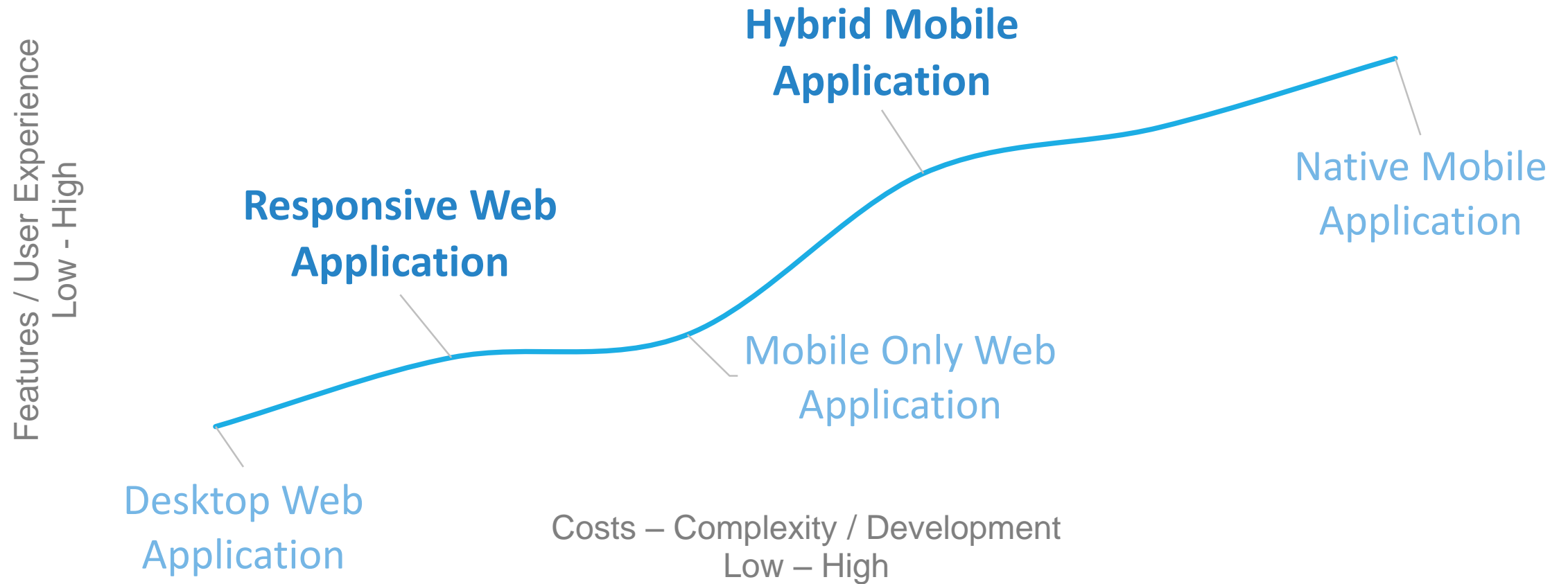
Pros
- ➤ Provision from device App stores
- ➤ Can leverage all device features
- ➤ User Interface designed specifically for mobile devices

Cons
- ➤ Separate application to maintain and support
- ➤ Must abide by App store rules

Mobile Options
Features / User Experience vs. Costs

Features / User Experience
Low - High

**Hybrid Mobile
Application**

Native Mobile
Application

**Responsive Web
Application**

Mobile Only Web
Application

Desktop Web
Application

Costs – Complexity / Development
Low – High

Mobile Application Demo

NDDOT – NDRenewals

➤ Hybrid Mobile Application

➤ iOS and Android

➤ Utilizes existing backend services

➤ Leverages device push notifications

NDRenewals

Mobile Opportunities

➢ Utilize responsive design for new websites and applications

➢ Evaluate updating existing websites and applications

➢ Identify potential business cases for mobile devices

➢ Leverage device features:

  ➢ Camera

  ➢ Geolocation

  ➢ Push notifications

Questions ?